

Message Text

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11

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 097384

P R 300730Z AHR 76

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC PRIORITY 5627

INFO USDOC WASHDC

AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS SECTION 1 OF 2 NEW DELHI 6314

.O. 11652: N/A

TEGS: BEXP, IN

SUBJECT:CCP-77 TRADE PROMOTION EVENTS

REF: A) STATE 092397, B5NW DELHI 4599

1. CCAG WELCOMES USDOC'S CONCURRENCE IN PRINCIPLE ON RECOMMEN-
DATIONS FOR PROMOTION EVENTS AND TIMING CONTAINED REFTEL (B).
WE AND CONSTITUENT POSTS SUGGEST FOLLOWING DATES AND ITINERARY
BASED ON MARKET POTENTIAL, AND OFFER OTHER COMMENTS AS
APPROPRIATE:

2. (A) TECHNICAL SALES SEMINAR ON INSTRUMENTATION - SUGGESTED
ITINERARY AND DATES IN ORDER OF PRIORITY ARE: NEW DELHI -
NOVEMBER 22-26, BOMBAY - NOVEMBER 29-30, BANGALORE - DECEMBER
3-4, HYDERBAD -
DECEMBER 7-8, CALCUTTA - DECEMBER 10-11.

(B) TSS COORDINATION WITH WISITX-76 - WE HAVE NO REASON TO
THINK THAT DATE AND VENUE OF WISITEX(E.I. NOVEMBER 22-26,
1976 AT NEW DELHI) WILL CHANGE. PRIME MOVER OF THIS EVENT
(BIRLA GROUP) HAS SUCCESSFULLY SECURED HIGH-LEVEL GOI SANCTION.
ACCORDING TO ORGANIZERS OF THE SYMPOSIUM/EXPOSITION, HERE IN
NEW DELHI, THERE IS GOOD POSSIBILITY THAT CABINET-LEVEL OFFICIAL
WILL INAUGURATE THE SESSION. WE HAVE NOT YET HAD SUFFICIENT TIME
TO ASSESS DEGREE OF ENTHUSIASM FOR THE EVENT, BUT GIVEN
ENCOURAGING RESPONSE TO RECENT CATALOG EXHIBITIONS ON
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INSTRUMENTATION HELD IN INDIA, WE WOULD EXPECT SIMILAR RESPONSE TO WISITEX. CONSERVATIVE ESTIMATES OF INDIAN AND FOREIGN DELEGATE PARTICIPATION ARE 500-700 AND 20-40 RESPECTIVELY. WITH RESPECT TO LATTER GROUP PARTICIPATION, WE UNDERSTAND THAT BRITISH AND DUTCH HAVE MADE TENTATIVE COMMITMENTS. WE HAVE YET TO CONFIRM, HOWEVER, IF FRENCH, GERMAN, JAPANESE AND SOVIET DELEGATES HAVE ALSO MADE COMMITMENTS, AS SOME HAVE CLAIMED. WHILE IT IS EXPECTED THAT LARGE NUMBER OF INDIAN INSTRUMENT MANUFACTURERS WILL HAVE PRODUCTS ON DISPLAY, SIMILAR DISPLAYS BY FOREIGN PARTICIPANTS ARE FAR LESS CERTAIN AT THIS TIME. WISITEX IS PRIMARILY INDIAN EXPORT-ORIENTED. THERE IS, NEVERTHELSS, A SIGNIFICANT MARKET FOR HIGH-TECHNOLOGY U.S. INSTRUMENTS, AND SALES PROSPECTS APPEAR GOOD OVER THE SHORT TERM. FOR TH E REASONS WE BELIEVE THAT T S PARTICIPATION WILL CONTRIBUTE TO U.S. TRADE PROMOTION OBJECTIVES.

(C) NATURE OF PROPOSED TSS PARTICIPATION - TSS WILL NOT BE ABLE TO SECURE BLOCK OF TIME SUCH AS AN ENTIRE MORNING OR AFTERNOON SESSION . AS NOW ENVISIONED, MEMBRs OF TSS GROUP WILL PARTICIPATE INDIVIDUALLY AS PANELISTS AND, PERHAPS IN ONE OR TWO CA ES, AS KEYNOTE SPEAKERS. THE TECHNICAL PAPERS PREPARED BY THE PANELISTS AND KEYNOTE SPEAKERS WILL BE DISTRIBUTED BEFOREHAND TO ALL THE DELEGATES TO ALLOW THEM SUFFICIENT TIME TO DIGST SUBJECT MATTER. APART FROM THE KEYNOTE SPEAKERS, IT IS NOT INTENDED THAT THE PARTICIPANTS (I.E., PANELISTS) WILL PRESENT THEIR PAPERS ORALLY, BUT RATHER TO ANSWER AUESTIONS AND DISCUSS PARTICULAR TECHNICAL ISSUES INFORMALLY WITH THE OTHER

PANELISTS PRESENT, AS WELL AS WITH DELEGATES ATTENDING THE SYMPOSIUM. DELEGATE FEE ANDEXHIBIT STALL PRICE ARE RS.500 AND RS.2000, RESPECITITIVELY. WE BELIEVE, HOWEVER, THAT U.S. PARTICIPATION SHOULD BE CONFINED TO TSS REPRESENTATION ONLY. WE CANNOT RECOMMEND INTRODUCTION OF PRODUCT DISPLAYS UNTIL WE ARE ABLE TO GAUGE MORE ACCURATELY HOW EXPEDITIOUSLY GOI BUREAUCRACY WILL HANDLE IMPORTS OF EQUIPMENT.

(D) THEME OF WISITEX-76 - THE PROPOSED THEME IS "TECHNOLOGICAL TRENDS IN INSTRUMENTATION." THE SEMINAR, AS PRESENTLY CONVEIVED, WILL BE DIVIDED INTO THREE BASIC PRODUCT GROUPS: 1) HPROCESS CONTROL INSTRUMENTATION, 2) SCIENTIFIC AND EDUCATIONAL INSTRUMENTATION, AND 3) MDICAL AND ANALYTICAL

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INSTRUMENTS . WE RECOMMEND THAT THE TSS GROUP FOCUS ON THE FOLLOWING SPECIALIZED FIELDS OF INSTRUMENTATION:

1. PROCESS CONTROL INSTRUMENTS RELATING TO CHEMICAL, PETROL-CHEMICAL, FERTILIZER, CEMENT, PAPER AND STEEL COMHLEMES;

2. ENVIRONMENTAL AND POLLUTION CONTROL INSTRUMENTS;
3. INSTRUMENTATION FOR ENERGY GENERATION AND UTILIZATION;
4. SPECIALIZED INSTRUMENTS INTEGRAL TO OFF-SHORE OIL
ACTIVITIES SUCH AS GEOPHYSICAL INSTRUMENTS;
5. LIMITED RANGE OF THE MORE SOPHISTICATED SCIENTIFIC
AND MEDICAL INSTRUMENTS.

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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P R 300730Z APR 76
FM AMEMBASSY NEW DELHI
TO SECSTATE PRIORITY 5628
INFO USDOC WASHDC
AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

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(E) COMMENTS: CCAG RECOGNIZES, AS ITR PETER BRENNAN POINTED OUT DURING RECENT CATALOG EXHIBITION HERE, THAT WISITEX-76 IS OFF TO A RATHER LATE START, AND WILL REQUIRE CONSIDERABLY MORE EFFORT TO ENSURE SUCCESS. FACT THAT GOI HAS COME OUT WITH POSITIVE ENDORSEMENT OF THE EVENT, AND, BY SO DOING IS PUTTING ITS PRESTIGE ON THE LINE, ASSURES THAT AN ALL-OUT EFFORT WILL BE MADE. WITH A LITTLE BIT OF LUCK, WISITEX COULD SURPRISE US ALL. IN ANY CASE, TSS PARTICIPATION IN WISITEX CAN ONLY BE BENEFICIAL TO U.S. INTERESTS. ONE, TSS PRESENCE WILL RE-INFORCE INTEREST GENERATED BY RECENT CATALOG EXHIBITION, AND ASSURE TO MAXIMUM EXTENT POSSIBLE THAT POTENTIAL INDIAN BUYERS/JOINT VENTURE PARTNERS ARE APPRISED OF WHAT U.S. INSTRUMENTATION HAS TO OFFER, SECONDARILY, PARTICIPATION WILL PERMIT TSS GROUP TO SEE AT FIRST HAND JUST WHAT INDIAN INSTRUMENTATION HAS TO OFFER. THIS KNOWLEDGE MAY HELP TSS GROUP BETTER UNDERSTAND HOW U.S. INSTRUMENTS INDUSTRY CAN MESH WITH INDIAN COUNTERPARTS, BOTH IN TERMS OF U.S. EXPORT SALES AND JOINT VENTURE ARRANGEMENTS. FOLLOWING THEIR PARTICIPATION IN WISITEX-76, TSS GROUP MAY ALSO BE IN BETTER POSITION TO JUDGE HOW BEST TO

PRESENT THEIR MATERIAL, AND ON WHAT SPECIFIC ASPECTS OF INSTRUMENTATION TO FOCUS, AS THEY CONDUCT TECHNICAL SALES SEMINARS AT PROPOSED SITES. CCAG WILL BE IN FREQUENT CONTACT WITH WISITEX ORGANIZERS HERE IN NEW DELHI, AND WILL REPORT FURTHER DETAILS AS THEY BECOME AVAILABLE.

3. CATALOG EXHIBIT ON ELECTRONIC COMPONENTS AND PRODUCTION, UNCLASSIFIED

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MEASURING AND TESTING EQUIPMENT - SUGGESTED SITES, IN ORDER OF PRIORITY, AND DATES ARE AS FOLLOWS: NEW DELHI - JANUARY 10-13, 1977, BOMBAY - JANUARY 17-20, 1977, HYDERABAD - JANUARY 24-27, 1977, BANGALOR - JANUARY 31-FEBRUARY 2, CALCUTTA - JANUARY 30-FEBRUARY 1. SPECIFIC PRODUCT CATEGORIES TO BE FEATURED ARE APPROPRIATE FOR THE INDIAN MARKET AT THIS TIME, ALTHOUGH CCAG FEELS THAT GREATER EMPHASIS SHOULD BE PLACED ON PRODUCTION/ TESTING EQUIPMENT - AS OPPOSED TO COMPONENTS. MARKET SURVEY ON COMPUTER PERIPHERALS IS IN LAST STAGES OF PREPARATION AND WILL BE SUBMITTED ASAP. CCAG WOULD PREFER THAT ITR BE AVAILABLE FOR ALL PROPOSED SITES. IF HIS PARTICIPATION MUST BE LIMITED TO ONLY THREE SITES, THEN CCAG RECOMMENDS THAT ITR PARTICIPATE. IN FIRST THREE SITES MENTIONED ABOVE.

4. TECHNICAL SALES SEMINAR ON PUMPS, MELTS AND COMPRESSORS SUPPORTED BY CATALOG EXHIBITION - SUGGESTED SITES, IN ORDER OF PRIORITY, AND DATES ARE AS FOLLOWS: NEW DELHI - MARCH 14-17, 1977, BOMBAY - MARCH 21-24, 1977, MADRAS - MARCH 28-31, 1977, AND CALCUTTA APRIL -6, 1977. AS INDICATED IN EMBASSY'S MARKET SURVEY, TSS WAS JUDGED TO BE THE MOST EFFECTIVE TRADE PROMOTIONAL VEHICLE BECAUSE OF THE LIMITED, BUT IMPORTANT, POTENTIAL BUYERS/END-USERS, AND THE TECHNOLOGICALLY SOPHISTICATED NATURE OF PRODUCT CATEGORY. CCAG, THEREFORE RECOMMENDS THAT USDOC SPONSOR FORMAL TSS FOR THIS EVENT, TO DOVETAIL WITH CATALOG EXHIBIT. SAXBE

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*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION
Control Number: n/a
Copy: SINGLE
Draft Date: 30 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976NEWDE06314
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: D760164-0807
From: NEW DELHI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t197604111/aaaagftg.tel
Line Count: 211
Locator: TEXT ON MICROFILM, TEXT ON-LINE
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 92397
Review Action: RELEASED, APPROVED
Review Authority: coburnhl
Review Comment: n/a
Review Content Flags:
Review Date: 29 SEP 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 SEP 2004 by cookms>; APPROVED <09 NOV 2004 by coburnhl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> gwr 970923
Subject: CP-77 TRADE PROMOTION EVENTS
TAGS: BEXP, ETRD, IN
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006